



Sage Small Business Disaster Preparedness Study

Summary Report- U.S. Businesses

July 25, 2012

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Introduction:

Sage serves more than 6 million small and mid-sized organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looks at U.S. small business owners' habits around backing up their data and their level of readiness in preparation for a crisis at their place of business. It was conducted in February, 2012.

Key Findings:

Backup

- 94% of respondents back up their financial data
- Of those that backup, 84% do it at least weekly
- Three-quarters said they backup their data as a precautionary measure
- 38% have a formal emergency/disaster preparedness plan
- 67% backup their data on-site only, 21% off-site only, and 12% do both

1. What is your primary role at your company?

Answer	Response	%
Owner, President, or CEO	539	100%
Total	539	100%

2. Does your company back up its financial data?

Answer	Response	%
Yes	410	94%
No	25	6%
Don't know	2	0%
Total	437	100%






3. Approximately how often does your company back up its financial data?

Answer	Response	%
Daily	185	48%
A few times a week	65	17%
Weekly	73	19%
A few times a month	17	4%
Monthly	32	8%
A few times a quarter	5	1%
A few times a year	5	1%
Yearly	1	0%
Less frequently than yearly	0	0%
Don't know	0	0%
Total	383	100%



4. How long does it take your company to back up its financial data?

Answer	Response	%
Less than an hour	316	83%
1-2 hours	29	8%
2-5 hours	13	3%
More than 5 hours	3	1%
Don't know	20	5%
Total	381	100%

5. Why do you back up your financial data? (Select all that apply)

Answer		Response	%
Precautionary measure		284	74%
It's the smart thing to do		244	64%
Had an experience where I lost data and wished I had backed it up		106	28%
For potential IRS/CRA auditing		47	12%
Other (specify)		10	3%
Total		382	100%

6. Do you have a formal emergency/disaster preparedness plan in place?

Answer		Response	%
Yes		154	38%
No		248	62%
Total		402	100%

7. What made you decide to put in place a formal emergency/disaster preparedness plan? (Select all that apply)

Answer	Response	%
Precautionary measure	90	62%
It's the smart thing to do	79	54%
The nature of my business requires a level of preparedness at all times	35	24%
Natural disasters/events are a regular occurrence in my area	26	18%
Other (specify)	10	7%
Recommended to get one developed by an advisor/consultant	4	3%
Total	145	100%






8. Is backing up your data included in your formal emergency/disaster preparedness plan?

Answer	Response	%
Yes	123	88%
No	17	12%
Total	140	100%

9. How do you back up your financial data?

Answer	Response	%
On-site	259	72%
Off-site or Web-based	139	39%
Other method (specify)	26	7%
Total	360	100%

10. Why don't you have a formal emergency/disaster preparedness plan in place? (Select all that apply)

Answer		Response	%
I've never had an issue before/disasters are rare in my area.		77	33%
I haven't really thought about it		70	30%
I don't think it's important for my business		63	27%
I've thought about it, but don't have time to come up with anything.		46	20%
Other (specify)		26	11%
Total		233	100%

Majority of US Biz Owners Think They're Hot Stuff

A recent Gallup Poll found that over half of US business owners believe they're somewhat successful, while almost 40 percent feel they're extremely successful. Less than 10 percent responded that they were not too successful and only one percent replied that they were not at all successful.

Most US Business Owners Not Prepared for Disaster

A recent study conducted by Sage, a business management software and services company, found that the majority of business owners (more than 60 percent) don't have a formal plan in place in case of an emergency or a disaster. Of those that did have a formal plan in place, the majority (more than 60 percent) responded that it was created as a precautionary measure; of those that did not have a formal plan in place, the majority (more than 30 percent) responded that disasters were rare in their area.

DO YOU HAVE A FORMAL EMERGENCY/DISASTER PREPAREDNESS PLAN IN PLACE?



WHAT MADE YOU DECIDE TO PUT IN PLACE A FORMAL EMERGENCY/DISASTER PREPAREDNESS PLAN?*

Precautionary measure	62%
It's the smart thing to do	54%
The nature of my business requires a level of preparedness at all times	24%
Natural disasters/events are a regular occurrence in my area	18%
Other	7%
Recommended to get one developed by an advisor/consultant	3%

WHY DON'T YOU HAVE A FORMAL EMERGENCY/DISASTER PREPAREDNESS PLAN IN PLACE?*

I've never had an issue before/disasters are rare in my area	33%
I haven't really thought about it	30%
I don't think it's important for my business	27%
I've thought about it, but don't have time to come up with anything	20%
Other	11%

* Respondents could select more than one answer